

# Active Travel Strategy

## Consultation Draft



# Have your say

Find out our priorities for Active Travel in Kent  
and tell us your views on our draft Strategy

[kent.gov.uk/activetravel](http://kent.gov.uk/activetravel)  
Consultation closes 13th July 2016



To view the full Strategy including Annexes and supporting information please go to [kent.gov.uk/activetravel](https://kent.gov.uk/activetravel)

## Foreword

Active Travel – journeys made using physically active means of transport – can bring many benefits to health and wellbeing, the economy and the climate. Kent faces a number of challenges in coming years, and declining levels of physical activity and an increase in traffic on the roads are two that will have a major impact on the life of residents in the county. This draft Strategy sets out Kent County Council's vision for making cycling and walking the preferred option for residents taking short journeys, or as part of longer journeys that include public transport.

Kent already has a number of cycling and walking routes across the county, from those with international and historical significance to the local routes that provide a connection between Kent residents and local shops, parks and services. These include the picturesque North Downs Way, Greensands Way, the historic Crab & Winkle trail, the Viking Coastal Trail and the Saxon Shore Way, the national cycle routes connecting the UK to the continent, and the miles of cycle lanes and pedestrian routes that provide a vital transport network for local journeys.

This draft Active Travel Strategy proposes how we will build on these assets, maximise use of the existing network, and address the challenges we face in increasing walking and cycling in a population with a growing reliance on cars. A range of infrastructure and behaviour change projects will contribute towards achieving success, and an implementation plan will follow to deliver the ambitions and objectives outlined within.

This draft Strategy also sets a direction for partnership working across the county, as public sector spending cuts mean that this Strategy needs to maximise current investment, deliver value for money and realise benefits across a range of partners.

The development of this Active Travel Strategy has been informed by engagement with stakeholders, communities and the Kent Youth County Council, and by following recommendations set down by health bodies, charities, government departments and a range of other sources. It has also been guided by cross-party elected members of Kent County Council. I am grateful to all those who have helped to inform the content of this draft Strategy.



**Clive Pearman**  
*Deputy Cabinet Member for  
Environment and Transport  
Kent County Council*

A handwritten signature in black ink, appearing to read 'Clive Pearman', with a long, sweeping flourish at the end.

## Introduction

Kent County Council's (KCC) Active Travel Strategy aims to make active travel an attractive and realistic choice for short journeys in Kent. By developing and promoting accessible, safer and well-planned active travel opportunities, this Strategy will help to establish Kent as a pioneering county for active travel.

**Active Travel means walking or cycling as a means of transport, in order to get to a particular destination such as work, the shops or to visit friends. It does not cover walking and cycling done purely for pleasure, for health reasons, or simply walking the dog.<sup>1</sup>**

Active travel can be for complete journeys or parts of a journey, and more people in the community making more active travel journeys can lead to a range of positive individual and shared outcomes. These include improved health, reduced traffic congestion, reduced pollution and financial savings to the individual.

In the current climate of reduced budgets, this Strategy will provide a basis on which KCC will be able to prioritise internal resources, influence how new communities are developed and to support bids for external funding for a range of active travel measures. It will also support local initiatives to promote active travel within the county.<sup>2</sup>



## Benefits of Active Travel

Being more physically active can benefit everyone and can lower the chances of developing diabetes, heart disease and other preventable conditions.<sup>3</sup> Active travel gives people an opportunity to be physically active as part of their daily routine and incorporating physical activity into everyday tasks reduces the need to find extra time or money for exercise. It can also make it cheaper to travel by saving on fuel, vehicle running costs and parking charges.

Making shorter journeys using active travel helps to reduce the number of vehicles on the road and improve air quality. It can also be quicker, as in urban areas journey times are often shorter when walking or cycling as users can take advantage of routes not accessible to motor vehicles.

Investment in active travel can also deliver economic benefits; in a time of restricted public spending active travel is affordable and delivers value for money in achieving health, transport and wider policy objectives.

## Barriers to Active Travel

Feedback from Kent residents and organisations<sup>4</sup> shows that the main reasons for not making short journeys using active travel are a lack of suitable routes between homes and community services, workplaces or schools, and not enough promotion of existing routes. Other issues include a lack of facilities such as lockers and secure parking, obstacles in cycle lanes and in footways, and feelings of safety when walking and cycling. Another barrier to active travel is the convenience of using a car, especially to carry heavy or bulky loads, and the need to make linked trips such as a school drop-off on the way to work. As part of this Strategy, KCC will work to overcome these barriers to ensure that active travel is easy, safer and more accessible in Kent.



<sup>1</sup> Welsh Government (2014) Active Travel: Walking and Cycling [www.gov.uk/government/statistics/active-travel-financial-year-ending-march-2015](http://www.gov.uk/government/statistics/active-travel-financial-year-ending-march-2015)

<sup>2</sup> Annexe 1 Policy Context provides further details, visit [kent.go.uk/activetravel](http://kent.go.uk/activetravel)

<sup>3</sup> Annexe 2 Evidence Base provides further details, visit [kent.go.uk/activetravel](http://kent.go.uk/activetravel)

<sup>4</sup> Annexe 3 Engagement Workshops provides further details, visit [kent.go.uk/activetravel](http://kent.go.uk/activetravel)

## Our Ambition

Our overarching ambition of this Active Travel Strategy is to:

### **Make active travel an attractive and realistic choice for short journeys in Kent**

Delivering on this ambition will lead to more people walking and cycling, contributing to the following outcomes:

- Improved health through an increase in physical activity
- Reduced congestion on the highway network by providing better travel choices
- Safer active travel.

These outcomes will be realised by delivering the following actions:

#### **Action 1: Integrate active travel into planning**

This Strategy will influence commissioning decisions and ensure walking and cycling are prioritised in future planning processes. In addition, the Strategy will encourage integration of all types of transport as part of the strategic road network. This will be led by current commissioning guidance and best practice, existing KCC policies and strategies, and key partners' policies and strategies with a commitment to encouraging active travel.

#### **Action 2: Provide and maintain appropriate routes for active travel**

Kent needs fit-for-purpose active travel routes that people want to use. Kent's existing cycling and walking routes have developed over time as resources have allowed. They are not always continuous or direct, and may not serve important community services, which means that some people who would like to walk or cycle are unable to do so. There is a need to provide facilities such as pedestrian crossings along routes and secure cycle storage at destinations. It is also important that these routes are well maintained.

#### **Action 3: Support active travel in the community**

There is a need to encourage and promote active travel in our community. People need the skills, confidence, information and, most importantly, the motivation to make active travel their preferred choice. Initiatives needed to support this change include pedestrian and cycle training, road safety campaigns, projects to encourage walking and cycling to schools and work, and promotion of available routes.

## Delivering the actions

### **Integrate active travel into planning**

- Inform the development and application of the County Council's transport policies through the Local Transport Plan
- Support district and borough councils to ensure that active travel is used to deliver sustainable growth and development through local plans and in determining planning applications
- Use the principles and ambitions of KCC's Active Travel Strategy to influence partner policies and strategies
- Work with developers to ensure active travel routes are a priority, both within developments and linking sites to other services, community facilities and transport hubs
- Work with developers to secure sufficient areas within developments for green spaces, attractive routes and environments that encourage active travel
- Work with strategic transport providers to deliver infrastructure that supports active travel.

### **Provide and maintain appropriate routes for active travel**

- Give appropriate consideration to active travel when designing new routes and maintaining highway assets
- Maintain the public highway, Public Rights of Way (PRoW), and active travel resources such as signage to enable safe and effective active travel
- Work in partnership with key organisations both within and neighbouring Kent to identify and prioritise new active travel routes and any maintenance issues on the existing active travel network
- Ensure that active travel improvements to the highway and PRoW network are made in places where there is an evidenced need and where they are supported by local demand and resource
- Make reasonable adjustments to active travel route design to maximise the inclusivity and accessibility to all users
- Support improvements to the local environment in and around schools, hospitals and other public buildings to provide opportunities to cycle or walk all year-round, including appropriate surfacing, cycle storage and lockers
- Evaluate funding for active travel infrastructure and maintenance and proactively seek additional funding
- Support Kent's Casualty Reduction Strategy in delivering key routes to address road safety issues for vulnerable road users.



### **Support active travel in the community**

- In schools, further and higher education:
  - support initiatives including School Travel Plans and other active travel programmes
  - support training for pedestrians and cyclists and support the development of independent travel training programmes.
- In workplaces:
  - support businesses in developing active travel plans and provide information to support active travel in the workplace
  - develop active travel provision within KCC to enable active travel by council staff; KCC should lead by example.
- In health services:
  - work with health professionals to promote active travel and provide support to increase levels of active travel
  - develop methods of including information on active travel in all physical activity advice given by health professionals
  - integrate walking and cycling for travel purposes into public health services and commissioning processes.
- In communities:
  - develop and maintain recreational routes as a means of introducing people to active travel
  - support road safety initiatives for all road users, especially the most vulnerable such as cyclists and pedestrians
  - promote locally-based programmes to encourage walking and cycling, and integrate active travel as part of longer journeys involving public transport.



## Funding

Active travel initiatives are funded from a number of different sources and budgets with priorities set within the Local Transport Plan for Kent and other corporate strategies. Government funding allocated to KCC has decreased and is likely to continue to do so as government budgets are also under pressure. However, it is anticipated that opportunities will arise. Previously KCC has been successful with bids for specific Government grants such as to the Local Sustainable Transport Fund, through which grants have been made to schools and businesses. Recent announcements of further funding allocations and opportunities, as outlined in the National Cycling and Walking Investment Strategy, will support the delivery of this Strategy. These funding streams include Bikeability; the Access Fund; the Local Growth Fund and the Integrated Transport Block. This Strategy will also support the proposed development of Ebbsfleet as an NHS Healthy New Town.

This Active Travel Strategy will be key in supporting the sourcing of external funding to promote active travel in Kent as well as seeking active travel network improvements through building development funding.

KCC seeks to support active travel by funding and delivering Independent Travel Training support. This support helps both young people and adults with disabilities to gain confidence in travelling independently, so that they can access college, work and other activities.

This Strategy will also provide KCC with a platform to engage with partners and extend and support public/private partnerships that aim to promote and support active travel initiatives and investment. Working in partnership will be vital to the success of this Strategy.





## Active Travel Strategy Consultation Questionnaire

This questionnaire can be completed online at [www.kent.gov.uk/activetravel](http://www.kent.gov.uk/activetravel). Alternatively, fill in this paper form and return to: Active Travel Consultation, Safer Mobility Team, 1st Floor Invicta House, Kent County Council, Maidstone ME14 1XX.

Please ensure your response reaches us by the 13th July 2016.

**Privacy:** Kent County Council collects and processes personal information in order to provide a range of public services. Kent County Council respects the privacy of individuals and endeavours to ensure personal information is collected fairly, lawfully, and in compliance with the Data Protection Act 1998.

### Section 1 – About You

1 **Are you responding on behalf of:**

Please select the option from the list below that most closely represents how you will be responding to this consultation.

Yourself as an individual

Yourself in your professional capacity

*Please tell us what this is*

A local authority or council

A health organisation, such as a CCG, NHS Trust or GP Practice

An educational establishment, such as a school, college or university

A business

A charity, voluntary or community sector organisation (VCS)

Any other group or in any other capacity

*Please tell us what this is*



1a **If you are responding on behalf of an organisation (a local authority or council, health organisation, educational establishment, business, VCS or any other group) please tell us the name of the organisation.**

*Please write in below.*

**IF YOU ARE RESPONDING ON BEHALF OF AN ORGANISATION (AS LISTED ABOVE) PLEASE GO TO 'SECTION 2 - YOUR RESPONSE TO THE STRATEGY' (QUESTION 7).**

2 **Please tell us your postcode.** We use this to help us to analyse our data. It will not be used to identify who you are.

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- 3 Active Travel means walking or cycling as a means of transport, in order to get to a particular destination such as work, the shops or to visit friends. It does not cover walking and cycling done purely for pleasure, for health reasons, or simply walking the dog. This may be an entire journey or as part of longer journeys which include taking a train or bus.

## How regularly do you travel actively?

*Please select one option for each type of journey.*

	<b>Always</b>	<b>Most of the time</b>	<b>Some of the time</b>	<b>Hardly ever</b>	<b>Never (e.g. always go by car)</b>	<b>Not applicable (e.g. never travel for this purpose)</b>
To get to work?						
To get to school (as a pupil or parent)?						
To go to college?						
To go to university?						
To use services including going to the shops, to the doctors or the bank?						
To get to social or leisure activities?						



4 **Please tell us how frequently you use each of the following methods of transport for journeys of less than 2 miles?**

*Please select one option for each mode of transport.*

	Always	Most of the time	Some of the time	Hardly ever	Never
Car (as the driver)					
Car (as a passenger)					
Taxi					
Bus					
Train					
Cycle					
Motorcycle/Moped					
Walk					
Park and Ride					
Dial a ride service (such as Kent Karrier)					
Other					

**If you have answered 'Other' please specify.**

5 **The following is a list of positive outcomes that Active Travel can contribute to. Please rank them in order of importance to you - Select one option in each column.**

	First (Most important)	Second	Third	Fourth	Fifth (Least important)
Improved air quality					
Reduced traffic on the roads					
Financial savings such as fuel, vehicle running costs and parking charges					
Health benefits from physical activity					
Reduced journey times in urban areas					

6 **Do any of the following prevent you from travelling actively (i.e. walking or cycling) to your destination?**

*Please select all that apply.*

- Perceptions of safety
- A lack of suitable routes
- A lack of facilities such as showers, lockers and secure parking at destinations
- Obstacles in cycle lanes and in footways
- A lack of knowledge of available active travel routes
- Not having the time for active travel
- The comfort of using a car
- The need to carry heavy or bulky loads
- The need to make linked trips, such as a school drop off on the way to work
- Security of belongings e.g. unattended bikes
- Other (please specify)



## Section 2 – Your Response to the Strategy

7 **Was the Active Travel Strategy document easy to understand?**

*Please select one option*

Yes  No  Don't know

7b **Please add any comments below**

8 **To what extent do you agree or disagree with the Active Travel Strategy's ambition to make 'active travel an attractive and realistic choice for short journeys in Kent'?**

*Please select one option.*

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree    Don't know

                  

8a **Please add any comments below**



The Active Travel Strategy identifies three action areas to encourage more people to walk or cycle for short journeys in Kent (pages 6-8).

9 **To what extent do you agree or disagree with the measures outlined in Action 1:  
Integrate active travel into planning?**

*Please select one option*

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9a **Please add any comments below**

10 **To what extent do you agree or disagree with the measures outlined in Action 2:  
Provide and maintain appropriate routes for active travel?**

*Please select one option.*

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10a **Please add any comments below**

11 **To what extent do you agree or disagree with the measures outlined in Action 3: Support active travel in the community?**  
*Please select one option.*

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11a **Please add any comments below**

12 **Anything Else?** Please tell us if there is anything else that you would like to see in this Active Travel Strategy; or if you have any other comments to make, please write them in below. If you require more space please continue onto a separate piece of paper.

- 13 **We have completed an initial Equality Impact Assessment (EqIA) on the draft Active Travel Strategy.** An EqIA is a tool to assess the impact any service change, policy or strategy would have on age, gender, gender identity, disability, race, religion or belief, sexual orientation, pregnancy or maternity, marriage and civil partnership and carer's responsibilities. The EqIA is available online at [www.kent.gov.uk/activetravel](http://www.kent.gov.uk/activetravel) or on request.

**We welcome your views on this. Please add any comments below.**

## Section 3 – Future Engagement and Communication

- 14 **If you would like to receive feedback on this consultation please provide your contact details below.** Our preferred method of communication is by email, however if you do not have an email address then please provide your postal address.

Name

Email Address

Postal Address



## Section 4 – More About You

We want to make sure that everyone is treated fairly and equally, and that no one gets left out. That's why we are asking you these questions. We won't share the information you give us with anyone else. We'll use it only to help us make decisions, and improve our services.

**YOU ONLY NEED TO ANSWER THESE QUESTIONS IF YOU ARE RESPONDING AS AN INDIVIDUAL. IT IS NOT NECESSARY TO ANSWER THESE QUESTIONS IF YOU ARE RESPONDING ON BEHALF OF AN ORGANISATION.**

15 **Are you ...?**

*Please select one option.*

Male  Female  I prefer not to say

16 **Which of these best describes what you are doing at present?**

*Please select one option.*

Working - in full-time job (over 30 hours per week)

Working - in part-time job (30 or fewer hours per week)

Self-employed full or part-time

On a government supported training programme (e.g. Modern Apprenticeship, Training for Work)

Full time education at school, college or university

Unemployed and available for work

Permanently sick/disabled

Wholly retired from work

Looking after the home

Doing something else. *Please tell us what this is*

I prefer not to say

17 **How old are you? Please tell us your age.**

18 **To which of these ethnic groups do you feel you belong?**

(Source: 2011 Census). *Please select one option.*

White	Mixed	Asian or Asian British	Black or Black British
English <input type="checkbox"/>	White & Black Caribbean <input type="checkbox"/>	Indian <input type="checkbox"/>	Caribbean <input type="checkbox"/>
Scottish <input type="checkbox"/>	White & Black African <input type="checkbox"/>	Pakistani <input type="checkbox"/>	African <input type="checkbox"/>
Welsh <input type="checkbox"/>	White & Asian <input type="checkbox"/>	Bangladeshi <input type="checkbox"/>	Other* <input type="checkbox"/>
Northern Irish <input type="checkbox"/>	Other* <input type="checkbox"/>	Other* <input type="checkbox"/>	I prefer not to say <input type="checkbox"/>
Irish <input type="checkbox"/>	Arab <input type="checkbox"/>	Chinese <input type="checkbox"/>	
Gypsy/Roma <input type="checkbox"/>	*Other Ethnic Group - if your ethnic group is not specified in the list, please describe it here:		
Irish Traveller <input type="checkbox"/>			
Other* <input type="checkbox"/>			

The Equality Act 2010 describes a person as disabled if they have a longstanding physical or mental condition that has lasted, or is likely to last, at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day-to-day activities. People with some conditions (cancer, multiple sclerosis and HIV/AIDS, for example), are considered to be disabled from the point that they are diagnosed.

19 **Do you consider yourself to be disabled as set out in the Equality Act 2010?**

*Please select one option*

Yes       No       I prefer not to say



19a **If you answered Yes to Q19, please tell us which type of impairment applies to you.**  
You may have more than one type of impairment, so please select all the impairments that apply to you. If none of these applies to you, please select 'Other', and give brief details of the impairment you have.

Physical impairment	<input type="checkbox"/>
Sensory impairment (hearing, sight or both)	<input type="checkbox"/>
Long standing illness or health condition, such as cancer, HIV/AIDS, heart disease, diabetes or epilepsy	<input type="checkbox"/>
Mental health condition	<input type="checkbox"/>
I prefer not to say	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>

20 **Do you regard yourself as belonging to a particular religion or belief?**  
*Please select one option.*

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	I prefer not to say	<input type="checkbox"/>
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20a **If you have answered Yes to Q20, which of the following applies to you?**

*Please select one option.*

Christian  Buddhist  Hindu  Jewish  Muslim

Sikh  Other *Please specify*

I prefer not to say

Thank you for taking the time to complete this consultation. Please post your completed questionnaire to:

Active Travel Consultation  
Safer Mobility Team  
1st Floor Invicta House  
Kent County Council  
Maidstone  
ME14 1XX



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